LEO BURNETT **MEDIA**
35 West Wacker Drive, Chicago, Illinois 60601, Tel: (312) 220-5959, Fax: (312) 220-3299

2/20
cc: Jose Fontanez
Dana Hurgat
Kathy McGrath
The entire years schedule for your approval
Phyllis

February 18, 1997

Ms. Phyllis La Russo
Philip Morris U.S.A.
120 Park Avenue
New York, NY 10017

RE: Marlboro Hispanic Community Events Schedule

Dear Phyllis:

Please find attached the 1997 Marlboro Hispanic Community Events schedule.

We have scheduled the entire year based upon the list of events that you provided. Our planned cost for the program is $360,500. We have utilized Philip Morris' newspaper selection criteria to develop a newspaper plan that best reaches the Hispanic community in each city.

Please feel free to call with any questions or comments.

Sincerely,

LEO BURNETT U.S.A.

Dana Klein

Dana Klein
Media Planner/Buyer

/bjl
Attach.
cc: J. Fontanez, F. Geovannello - PMCo.
M. Fragale-Gadsby, S. Tegethoff, S. von Reitzenstein - LBCo.

LEO BURNETT U.S.A.

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Source: https://www.industrydocuments.ucsf.edu/docs/nsdy0004